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1997 VIRGINIA SLIMS LEGENDS TENNIS
MINORITY ADVERTISING EVENTS SCHEDULE
AFRICAN AMERICAN

MARKET/EVENT	PUBLICATION	MEDIA	SIZE	FREQ.	CIRC.	UNIT	RATE	#INS	COST/INS	TOT.COST	INS.DATE(S)	ONSALE DTE	CLSE DATE
Tampa, FL.	70 Fl. Sentinel Bulletin	ROP	tab	Weekly	44m	5*14	$26.40	3	1,848.00	$5,544.00	2/10, 2/17, 3/3	2/13, 2/20, 3/6	5-Feb
March 8-9	126 The Bulletin	ROP	BS	Weekly	18.5m	6*21	$14.50	3	1,827.00	$5,481.00	2/10, 2/24, 3/3	2/13, 2/27, 3/6	5-Feb
							MARKET TOTAL			$11,025.00			

MARKET/EVENT	PUBLICATION	MEDIA	SIZE	FREQ.	CIRC.	UNIT	RATE	#INS	COST/INS	TOT.COST	INS.DATE(S)	ONSALE DTE	CLSE DATE
Chicago, IL.	70 Chicago Citizen Grp.	ROP	tab	Weekly	112m	5*14	$60.28	4	4,219.60	$16,878.40	3/24, 31, 4/7,14	3/27, 4/3,10, 17	19-Mar
April 26-27	70 Chicago Daily Defender	ROP	tab	Daily	33m	5*14	$19.80	3	1,386.00	$4,158.00	3/31, 4/7,14, 21	4/3,10, 24	26-Mar
	70 Chicago Crusader	ROP	tab	Weekly	45m	5*14	$34.40	3	2,408.00	$7,224.00	3/24, 31, 4/14	3/27, 4/3,17	19-Mar
							MARKET TOTAL			$28,260.40			

MARKET/EVENT	PUBLICATION	MEDIA	SIZE	FREQ.	CIRC.	UNIT	RATE	#INS	COST/INS	TOT.COST	INS.DATE(S)	ONSALE DTE	CLSE DATE
Pittsburgh, PA	126 Pittsburgh Courier	ROP	BS	Weekly	21m	6*21	$40.52	4	5,105.52	$20,422.08	4/7, 14, 21, 28	4/10,17,24, 5/1	2-Apr
May 3-4							MARKET TOTAL			$20,422.08			

MARKET/EVENT	PUBLICATION	MEDIA	SIZE	FREQ.	CIRC.	UNIT	RATE	#INS	COST/INS	TOT.COST	INS.DATE(S)	ONSALE DTE	CLSE DATE
Nashville, TN	126 Nashville Pride	ROP	BS	Weekly	30m	6*21	$20.70	3	2,608.20	$7,824.60	9/15,29, 10/6	9/18, 10/2, 9	10-Sep
October 11-12	70 Metropolitan Times	ROP	tab	Weekly	40m	5*14	$32.00	3	2,240.00	$6,720.00	9/15, 22, 29,	9/18, 25, 10/2	10-Sep
							MARKET TOTAL			$14,544.60			

MARKET/EVENT	PUBLICATION	MEDIA	SIZE	FREQ.	CIRC.	UNIT*	RATE	#INS	COST/INS	TOT.COST	INS.DATE(S)	ONSALE DTE	CLSE DATE
Dallas, TX	70 Dallas Weekly	ROP	tab	Weekly	51m	5*14	$30.83	4	2,158.10	$8,632.40	9/15,22,29, 10/13	9/18,25, 10/2, 15	10-Sep
October 18-19	126 Dallas Examier	ROP	BS	Weekly	21m	6*21	$32.00	3	4,032.00	$12,096.00	9/22,29, 10/6	9/25, 10/2, 9	17-Sep
							MARKET TOTAL			$20,728.40			

MARKET/EVENT	PUBLICATION	MEDIA	SIZE	FREQ.	CIRC.	UNIT	RATE	#INS	COST/INS	TOT.COST	INS.DATE(S)	ONSALE DTE	CLSE DATE
Delray Beach, FL	126 Miami Times	ROP	BS	Weekly	22m	6*21	$20.03	4	2,523.78	$10,095.12	11/10,17,24, 12/1	11/13, 20, 27, 12/4	5-Nov
December 6-7	129 Ft. Lauderdale Westside	ROP	BS	Weekly	37m	6*21.5	$16.40	3	2,115.60	$6,346.80	11/10,17,24	11/13, 20, 27	5-Nov
							MARKET TOTAL			$16,441.92			
							PLAN TOTAL			$111,422.40			
							Less 2% Discount			$109,528.22			

129 Material can be 6*21 and float.

* For ROP Unit Sizes are in Column and Inches Format.

Plan as of 1/28/97

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Advertising Experti

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